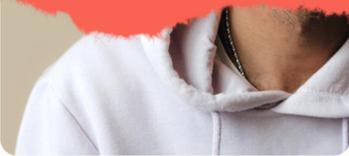


klaviyo<sup>®</sup> x GATSBY 

# 3 ways to grow your list with social media

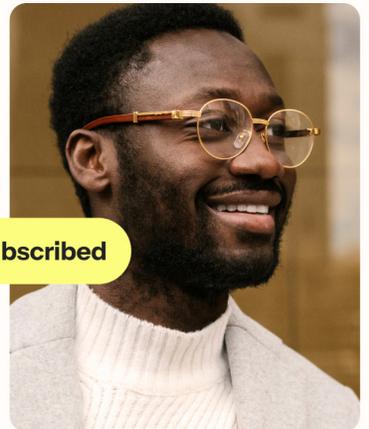
WITH BRAND EXAMPLES



✔ Subscribed



✔ Subscribed



✔ Subscribed

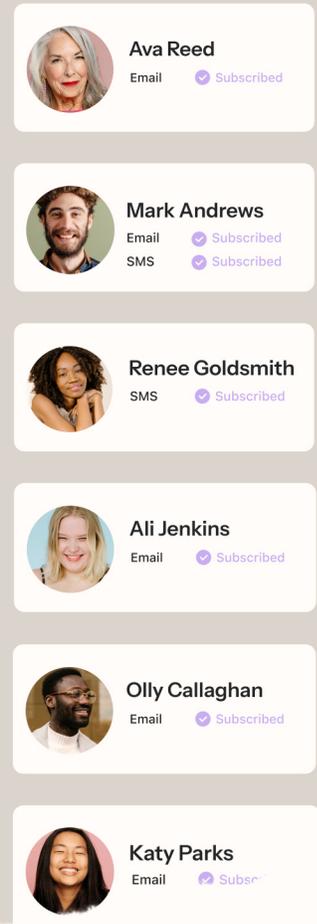


# Introduction

No matter how successful your brand is or how many customers you have, there's always room to keep growing your email and SMS lists.

While you probably have a sign-up form set up on your website and an established social media following, what other levers can you pull to continue building your subscriber base?

**Look to these 3 brands for proven tactics on new, innovative ways to grow your lists using Instagram with the Klaviyo x Gatsby integration.**



## Gain thousands of subscribers with Instagram giveaways

To celebrate the brand's 20th anniversary, women's fashion brand Evereve announced a giveaway on their Instagram, offering a \$2,000 shopping spree for one lucky winner and their friends.

The entry process leveraged Gatsby's automated DM triggers, requiring participants to DM Evereve the keyword "20" to enter into an automated flow. The process made collecting new email and SMS subscriptions seamless and scalable—and it attracted over **4,500 giveaway entrants, 1,400 of whom converted to net new subscribers in a matter of days.**

Over the next 3 months, these giveaway entrants converted over \$500,000 in net sales through the brand's Shopify store.

1.4k

converted to net new subscribers

## Convert followers with an early access offer

Swimwear brand Kulani Kinis already had high conversion rates with Klaviyo SMS. They wanted to leverage Meta ads to acquire more high-quality SMS subscribers from Instagram, and let their Klaviyo automations drive conversions.

By using Story and Reel Meta ads with their Gatsby DMs for list growth, Kulani Kinis targeted new customers on Instagram with a CTA to message them the phrase “Summer Souls” for first access to a new product drop with Pura Vida. This kicked off a DM flow that subscribed these Instagram users to their Klaviyo SMS list, right from Instagram.

Kulani Kinis saw immediate results—in just 4 days, they generated a total of **236 SMS sign-ups** with a \$3.39 cost of acquisition. Plus, Gatsby synced the keyword “summer souls” to each new subscriber’s Klaviyo profile, so it was easy to provide them with first access to the new product drop.

236

SMS signups with  
4 day campaign

## Implement an always-on evergreen offer to increase subscriber conversion rates

Bailey’s CBD depends on an always-on Instagram offer to consistently grow their email list, engage followers, and complement their high-impact giveaways and VIP campaigns.

By using a CTA in their Instagram bio that invites followers to message the keyword “CBD” for access to exclusive offers and perks, they’ve been able to capture new subscribers passively from Instagram. This serves as an additional entry point to their welcome flow with minimal set-up.

This strategy has driven measurable impact for Bailey’s CBD, with an 83% conversation rate and high sales ROI: **10% of these Instagram-converted subscribers end up making purchases.**

83%

conversion rate with 10%  
Instagram-converted  
subscriber purchases

## BONUS

# Best practices to optimize acquisition efforts

- **Use Instagram paid ads to drive sign-ups**  
Leverage Instagram ads to reach new audiences and direct them to DM a keyword that kicks off an email or SMS opt-in flow right from Instagram. With targeted campaigns, you can attract high-intent subscribers and grow your list efficiently.
- **Use Klaviyo to collect UGC**  
Encourage customers to publish user-generated content (UGC) with Klaviyo automations. Featuring real customer experiences in your marketing not only builds trust but also strengthens engagement and conversion rates.
- **Leverage SMS opt-ins for a multi-channel approach**  
Encourage sign-ups via SMS by offering exclusive perks, early access, or discounts. By integrating SMS with email, you create multiple touchpoints to engage and retain subscribers more effectively.

## Grow your list. Grow your revenue.

Growing your email and SMS list is an ongoing process, but strategies like giveaways, early-access offers, and evergreen opt-ins can drive significant results.

Evereve, Kulani Kinis, and Bailey's CBD show how leveraging social media and integrations with tools like Klaviyo and Gatsby helps turn followers into engaged subscribers—and, eventually, customers who drive revenue for your brand.

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